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(ii) a second component comprising at least 50 weight percent of a primary polyisocyanate having a functionality of at least three, and wherein the first and second components together are solvent free.

3 28. (Amended) An article as recited in claim 26, wherein an adhesive is applied onto a second surface of said substrate opposite to the first surface of said substrate.

4 29. (Amended) An article as recited in claim 26, further comprising indicia applied onto the first surface of said substrate and covered by said polyurethane.

B2 5 30. (Amended) An article as recited in claim 29, wherein said indicia is three dimensional.

6 31. (Amended) An article as recited in claim 29, wherein said polyurethane layer covers all exposed surfaces of the indicia and the first surface of said substrate.

7 32. (Amended) An article as recited in claim 30, wherein said three dimensional indicia comprises a cured polyurethane body having a mounting surface, a tie layer bonded to the mounting surface, and an adhesive body adhered to the tie layer.

Please add the following new claims:

13 38. (New) An article as recited in claim 26, wherein the second component further comprises one or more monomeric isocyanates.

B3 13 39. (New) An article as recited in claim 26, wherein the first and second components form a solvent-free admixture having an NCO:OH ratio of about 0.75 to about 1.25.

14 40. (New) An article as recited in claim 26, wherein the polyurethane contains up to about 20 weight percent of polyether segments.

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41. (New) An article comprising:

- (a) a substrate, and
- (b) a polyurethane on a first surface of the substrate, wherein the polyurethane contains primary aliphatic isocyanate crosslinking, and wherein about 25% or more of the total crosslink density is contributed by a polyisocyanate component, said polyurethane exhibiting at least one property selected from the group consisting of a flexural modulus of 1.0×10^8 pascals or less, a storage modulus of 1.0×10^8 pascals or less, a Shore A hardness of less than 94, a Hoffman scratch-hardness test result of 2 or less, and a color shift, in accordance with heat aging test ASTM D2244-79, within 1 delta E.

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42. (New) An article as recited in claim 41, wherein the polyurethane is a reaction product of:

- (i) a first component comprising one or more polyols having an equivalent weight in the range from about 28 to about 3000, optionally one or more diols having an equivalent weight in the range from about 30 to about 4000, and a catalyst; and
- (ii) a second component comprising at least 50 weight percent of a primary polyisocyanate having a functionality of at least three, and wherein the first and second components together are solvent free.

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43. (New) An article as recited in claim 41, further comprising indicia on a portion of the first surface of the substrate, wherein the polyurethane covers all exposed surfaces of the indicia and the first surface of said substrate.

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44. (New) An article as recited in claim 41, further comprising an adhesive layer on a second surface of the substrate, wherein the second surface is opposite the first surface of said substrate.

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45. (New) An article comprising:

- (a) a substrate having a first surface;
- (b) indicia on at least a portion of the first surface of the substrate; and
- (c) a polyurethane applied as a layer over the indicia and any exposed portions of the first surface of said substrate, wherein the polyurethane is a reaction product of: